

# FACSIMILE COVER SHEET

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To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: June 17, 2008

Number of Pages Including Cover: 16

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Information Disclosure Statement (2 pgs.);
- 4) PTO/SB/08A (1 pg.); and
- 5) Reference AI (9 pgs.).

Attorney Docket No.: Google-47 (GP-108-00-US)

Appl. No.: 10/614,736

Applicant: Georges R. HARIK

Filed: June 30, 2003

Title: SERVING ADVERTISEMENTS USING A SEARCH OF ADVERTISER WEB INFORMATION

TC/A.U.: 2168

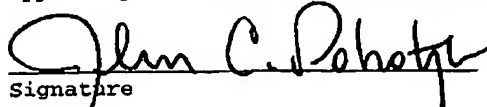
Examiner: Debbie M. Le

## CERTIFICATE OF FACSIMILE TRANSMISSION

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Modified PTO/SB/21 (08-00)

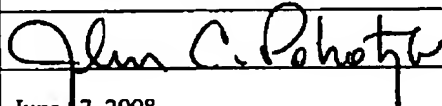
Approved for use through 10/31/2002. OMB 0851-0031

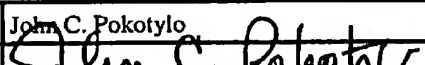
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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<h1 style="text-align: center;">TRANSMITTAL FORM</h1> <p style="text-align: center;">(to be used for all correspondence after initial filing)</p>		Application Number	10/614,736
		Filing Date	June 30, 2003
		First Named Inventor	Georges R. HARIK
		Group Art Unit	2168
		Examiner Name	Debbie M. Le
Total Number of Pages in This Submission		Attorney Docket Number	Google-47 (GP-108-00-US)

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	June 17, 2008

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Typed or printed name	John C. Pokotylo
Signature	
Date	June 17, 2008

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JUN 17 2008

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**FEE TRANSMITTAL  
for FY 2007**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

## Complete if Known

Application Number	10/614,736
Filing Date	June 30, 2003
First Named Inventor	Georges R. HARIK
Examiner Name	Debbie M. Le
Art Unit	2168
Attorney Docket No.	Google-47 (GP-108-00-US)

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments☒ Charge any fee(s) due in connection with the filing submitted herewith☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1030	515	Utility fee	
440	220	Design fee	
680	340	Plant fee	
1440	720	Reissue fee	
210	105	Provisional fee	
SUBTOTAL (1)			(\$ 0.00)

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent	-20** =	X	
Multiple Dependent	-3** =	X	

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1202	2202	25 Claims in excess of 20	
1201	2201	105 Independent claims in excess of 3	
1203	2203	185 Multiple dependent claim, if not paid	
1204	2204	105 **Reissue independent claims over original patent	
1205	2205	25 **Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2)			(\$ 0.00)

\*\* or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051	2051	130 65 Surcharge - late filing fee or oath	
1052	2052	50 25 Surcharge - late provisional filing fee or cover sheet	
1053	1053	130 130 Non-English specification	
1812	1812	2,520 2,520 For filing a request for ex parte reexamination	
1804	1804	920* 920* Requesting publication of SIR prior to Examiner action	
1805	1805	1,840* 1,840* Requesting publication of SIR after Examiner action	
1251	2251	120 60 Extension for reply within first month	
1252	2252	480 230 Extension for reply within second month	
1253	2253	1,050 525 Extension for reply within third month	
1254	2254	1,640 820 Extension for reply within fourth month	
1255	2255	2,230 1,115 Extension for reply within fifth month	
1401	2401	510 255 Notice of Appeal	
1402	2402	510 255 Filing a brief in support of an appeal	
1403	2403	1,030 515 Request for oral hearing	
1451	2451	1,510 1,510 Petition to Institute a public use proceeding	
1452	2452	510 255 Petition to revive - unavoidable	
1453	2453	1,540 770 Petition to revive - unintentional	
1501	2501	1,440 720 Utility issue fee (or reissue)	
1502	2502	820 410 Design issue fee	
1503	2503	1,130 565 Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807	1807	50 50 Processing fee under 37 CFR 1.17(c)	180.00
1808	1808	180 180 Submission of Information Disclosure Stmt	
8021	8021	40 40 Recording each patent assignment per property (times number of properties)	
1809	2809	810 405 Filing a submission after final rejection (37 CFR 1.129(a))	
1810	2810	810 405 For each additional invention to be examined (37 CFR 1.129(b))	
1801	2801	810 405 Request for Continued Examination (RCE)	
1802	1802	900 900 Request for expedited examination of a design application	

Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 180.00)

## SUBMITTED BY

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature	<i>John C. Pokotylo</i>	Date	June 17, 2008		

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

JUN 17 2008

Modified PTO/SB/17 (01-03)

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TOTAL AMOUNT OF PAYMENT (\$ 180.00)

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Filing Date	June 30, 2003
First Named Inventor	Georges R. HARIK
Examiner Name	Debbie M. Le
Art Unit	2168
Attorney Docket No.	Google-47 (GP-108-00-US)

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit  
Account  
Number  
Deposit  
Account  
Name

50-1049

Straub &amp; Pokotylo

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SUBTOTAL (1)			(\$ 0.00)

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Extra Claims Fee from below Fee Paid

Total Claims  -20\*\* =  X  =

Independent Claims  -3\*\* =  X  =

Multiple Dependent  =

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
1202 50	2202 25	Claims in excess of 20
1201 210	2201 105	Independent claims in excess of 3
1203 370	2203 185	Multiple dependent claim, if not paid
1204 210	2204 105	**Reissue independent claims over original patent
1205 50	2205 25	**Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ 0.00)

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
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1453 1,540	2453 770	Petition to revive - unintentional	
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1502 820	2502 410	Design issue fee	
1503 1,130	2503 565	Plant issue fee	
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1801 810	2801 405	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	

Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 180.00)

## SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature		Date	June 17, 2008		

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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-47 (GP-108-00-US)

Applicant: Georges R. HARIK

Serial No.: 10/614,736

Filing Date: June 30, 2003

Title: SERVING ADVERTISEMENTS USING A SEARCH OF ADVERTISER WEB  
INFORMATION

Examiner: Debbie M. Le

Group Art Unit: 2168

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicant respectfully requests that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

The applicant reserves the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since the Information Disclosure Statement is being submitted after a final Office Action, but with a certification under 37 C.F.R. § 1.97(e)(1), it should be considered under 37 C.F.R. § 1.97(d). The Patent Office is authorized to charge the

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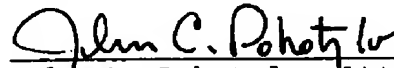
fee of \$180.00 due to obtain consideration of this Information Disclosure Statement to the deposit account of Straub & Pokotylo, deposit account number 50-1049. A fee transmittal letter is submitted herewith to facilitate charging of the fee.

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

June 17, 2008



John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 936-1400

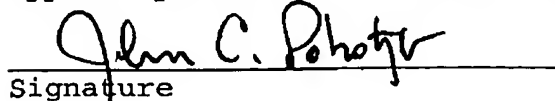
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John C. Pokotylo

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